

RESOLUTION NO. 12-327

WHEREAS, the City Council and the Mayor of the City of Huntsville, Alabama are apprised that Denise Yvette Mose, PhD, author, etiquette coach, online talk-show host and beauty entrepreneur will host a Book Signing for her new penned book, "The Guilt-Free Guide to Fashion, " held at the First Missionary Baptist Church on April 29, 2012;

WHEREAS, Dr. Denise Yvette Mose is a native of Huntsville, Alabama, and graduated Lee High School, 1990. She is the daughter of Mrs. Pokey Elizabeth Johnson Mose (deceased) and Mr. Daniel Mose, Jr. of Huntsville, Alabama. She has a twin sister Mrs. Danielle Yvonne Mose Saylee and a brother Daniel Mose, III; and,

WHEREAS, Denise received her Bachelor of Science from Alabama A&M University, August 1994; she received her post graduate degrees and certifications from Florida Metropolitan University, Walden University, Harvard University and The Oxford University/Rhodes Scholar in Oxford, England. She is the Founder and President of Simply D Perfume. Her signature fragrances are Beauty by DYM and her newest Fragrance is Daniel for Men. She is a Certified Fashion Expert with The Association of Image Consultants International where she specializes in Wardrobe and Corporate Image; and,

WHEREAS, Denise, recently hit three separate Amazon.com best-seller lists with her marketing book "Win! 35 Winning Strategies from Today's Leading Entrepreneurs," on September 30, 2011. Her latest book, "The Guilt Free Guide to Fashion," is what every woman and man need. A total guide to creating and buying the fashionable look you want without the guilt that comes with the price tag. This is a total comprehensive guide about how to create an overall professional and personable presentation for the individual. Her book will lead to success in the workplace and a positive outlook for a lifetime; and,

WHEREAS, Denise is a dynamic speaker. She can transcend the gap between motivating young people and providing adult programs on the importance of entrepreneurship. Through her talk show, Urban America Today, she has traveled to The Trumpet Awards, Stellar Awards, The Dove Awards, The Grammy's, ESSENCE Music Festival, Tribeca Film Festival, MTV Movie Awards, Taste of Chicago and The Kentucky Derby. Having interviewed Smokey Robinson, Earth, Wind and Fire, Teena Marie, Stephanie Mills, Kurt Franklin, Fred Hammond, The Clark Sisters, Jay-Z, Little Wayne, Drake, Eminem, Justin Timberlake, The Jonas Brothers, Taylor Swift, Miley Cyrus, Justin Bieber, Gabrielle Union, Lynn Whitfield, Taylor Hicks, Photographer Nigel Barker, Billionaire Bob Johnson, Heavyweight Champion Lennox Lewis, and Dwayne Wade. Dr. Mose serves as Feature Writer for the following publications: ONYX Magazine, Orlando Woman, Tampa Tribune and The Orlando Times. Her third book, *The Guilt-Free Guide to Fashion* was released the summer of 2011; and,

WHEREAS, Denise has been honored by the Orlando Business Journal as their Women Who Mean Business Award. The Girl Scouts of America identified her as a Woman of Distinction. She won the Entrepreneur of the Year Award from the Orlando Chamber of Commerce in 2008. The Tom Joyner Morning Radio Show (Audience of 10 million) bestowed upon her the Hardest Working Entrepreneur Award in 2008. She was the 2011 Cover Girl for ONYX Magazine due to her rapid accomplishments as an Entrepreneur. USA TODAY Newspaper (a readership of over 35 million) featured her as their top Beauty and Fashion Expert for 2011. On February 19, 2012, a

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resolution was adopted by the African American Chamber of Commerce of Central Florida in her honor; and,

WHEREAS, as a Certified Life Coach, she is an avid volunteer with many organizations where she demonstrates the use of proper Public Speaking, Etiquette, and Social Graces to young people. She volunteers with: Junior Achievement of Central Florida, LBS Foundation, Central Florida Urban League Leaders of Tomorrow, 100 Black Men, Habitat for Humanity, Central Florida Homeless Shelter, Give Kids the World, Make a Wish Foundation, Rollins College Generation Next, Jones High School, Girls Scouts of America and Valencia Community College. She is a member of New Covenant Baptist Church where she serves as a Deacon, Sunday School Teacher, and the Koinonia (Courtesy) Ministries; and,

WHEREAS, honorably mentioned "Dr. Richard Showers, Sr.," has known Dr. Mose since she was very young and someone who has always supported her dreams. He is listed along with her father and family in her book, "The Guilt-Free Guide to Fashion;" and,

WHEREAS, Denise's personality is effervescence, light and bubbly. Her products are in seven states, and she is heading for China to lay the groundwork for a fashion line. Empowered is what she experiences through her work, and hopes to convey to others, especially young adults through mentorship.

NOW, THEREFORE, BE IT RESOLVED that the City of Huntsville and Mayor of the City of Huntsville, Alabama, hereby acknowledges the contributions of author, etiquette coach, online talk-show host and beauty entrepreneur Denise Yvette Mose, and extend best wishes to her for continued success in all future endeavors.

ADOPTED on this the 26th day of April, 2012.

President of the City Council of
the City of Huntsville, Alabama

APPROVED on this the 26th day of April, 2012.

Mayor of the City of Huntsville,
Alabama